A New Chapter for Gold Coast Bakeries and Homestyle Bake

GOLD COAST PRODUCTION MOVES TO TOOWOOMBA

Dear Valued Partner,

We have made the business decision to unite generations of family baking under one roof at Homestyle Bake in Toowoomba on 4th July 2026. For your business, this means a single account, faster deliveries, and direct access to an expanded premium sweet and pastry range—all while keeping the local Gold Coast relationships you trust.

We want to be entirely transparent about what this means for you, your business, and our community:

1. Your Local Relationships Are Safe

- While baking operations are moving to our Toowoomba powerhouse, the Gold Coast facility remains fully active.
- Our local Distribution, Sales, Quality Assurance (QA), Human Resources (HR), and Marketing teams are not going anywhere.
- The local drivers, reps, and faces you know and trust will continue to serve you exactly as they do today.

2. Seamless Account Migration & The "One-Stop" Advantage

- Over the coming weeks, all 500+ Gold Coast Bakeries customers will be progressively transferred to Homestyle Bake accounts.
- **Login Details**—All your current Log in details will remain the same helping your company transition effectively
- **Unified Invoicing**—you will receive one single invoice per order, completely eliminating double-handling and driving general efficiencies.
- **Modernised Ordering**—you will gain access to a single, fast online portal and website for streamlined, hassle-free ordering.
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- **Expanded Product Selection**—from day one, you will have access to a much broader catalogue of bakery goods, including our full sweets, pastries, slab cakes, and decorated cakes, backed by enhanced customer service and localised school-based promotions

3. Investing in Australian Baking

- By bringing our production under one roof in Toowoomba, we are injecting serious investment into advanced infrastructure, including robotics and AI technology.
- This future-proofs production and guarantees you a superior, more consistent product range with better overall manufacturing standards.
- Centralisation unlocks greater capacity for our Research & Development (R&D) team to innovate and introduce brand-new product lines for your shelves.

Next Steps & Your Account Setup

To make this transition as effortless as possible, we have automatically set up your new Homestyle Bake account. You will shortly receive a new credit application via email. To ensure zero disruption to your ordering and deliveries, please complete and return this application to us by the 31st of July 2026.

Finally, we deeply respect the history that brought us here, and we are incredibly grateful for your ongoing partnership as we build an unstoppable, secure Australian baking powerhouse to serve you better. Our local sales team will be in touch directly over the coming days to walk you through the account migration process and answer any questions you may have.

Sincerely,

Barry Lindemann

Commercial & Product Innovation Executive